



Southeastern
Credit Union Foundation
Charity. Community. Cooperation.

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SECUF Taking the Lead Toward Financial Fitness for Credit Union Employees!

TALLAHASSEE, Fla. – The Southeastern Credit Union Foundation (SECUF) is once again changing lives and improving communities it reaches in Alabama, Florida and Georgia through credit unions affiliated with the League of Southeastern Credit Unions & Affiliates (LSCU).

SECUF board has now set their sights on credit union employees and proud to announce they're offering the Enrich™ online financial literacy platform to LSCU affiliated credit union staff.

“A lot of research went into this decision. We learned that financial well-being has an impact on a person's overall well-being. If someone is constantly worrying about money, it can negatively affect relationships, their ability to sleep and their health,” said Brian Akin, the SECUF Board Chair. “Research shows too many Americans are stressed about their finances. So, our investment in the financial education of credit union employees is a great choice. This platform will provide credit union staff with educational interactive tools and will move at the user's pace.”

“When the Foundation Board learned there are credit union employees contending with the same financial difficulties as their members, the decision as to what to do was clear. We want to provide a way to support our financial first responders, especially during these uncertain economic times,” explains LSCU CEO Patrick La Pine. “The Foundation and League are committed to offering resources for our credit unions as a value for being affiliated.”

The Foundation selected this specific platform because it offers adaptive, interactive content on topics such as student loan debt, mortgages, retirement, long-term health care as well as:

- Personalized, takeaway-loaded content covering all the must-knows
- Pinpointed knowledge-building exercises and how-to tutorials
- Explainer videos with simple-to-absorb tips and tricks
- Community discussion boards where to ask questions or to provide input
- Clever games and progress tracking that make learning entertaining
- Complimentary financial counseling thorough chat, email or phone
- Financial calculators

This new opportunity is being sponsored in part by CUNA Mutual Group.

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About the Southeastern Credit Union Foundation. *The Southeastern Credit Union Foundation (SECUF) is dedicated to serving Alabama, Florida and Georgia credit unions through its efforts of charity, community and cooperation. A non-profit organization, the SECUF was formed through the convergence of the three former, single-state foundations of the Alabama, Florida and Georgia leagues.*